



2013 Campaign Highlights

<p>Broadcast Media (TV & Radio)</p>	<p>Public Service Announcement (PSA) Results:</p> <ul style="list-style-type: none"> • 381,979,290 audience impressions* • \$18,298,245 in donated ad value <p>(*Impressions are the number of times ads were seen or heard)</p> <p>Cumulative Total (2010–2013)</p> <ul style="list-style-type: none"> • 2,763,088,095 impressions • \$127,068,946 in donated ad value <hr/> <p>Paid Media Results:</p> <ul style="list-style-type: none"> • 204,382,000 impressions on <i>TODAY</i>, MSNBC, and CNN
<p>Web and Online Media</p>	<p>Total visits to CDC's <i>Inside Knowledge</i> and gynecologic cancer Web pages: 4,339,659</p> <hr/> <p>Paid Media Results:</p> <ul style="list-style-type: none"> • Digital display impressions: 573,922,762 • Total number of clicks to the <i>Inside Knowledge</i> Web site from digital display ads and search engine marketing: 1,918,366
<p>Research</p>	<ul style="list-style-type: none"> • Conducted 25 focus groups in four cities across the U.S. • Published two new scientific papers • Exhibited and presented at national conferences
<p>Outreach</p>	<ul style="list-style-type: none"> • Ongoing partnership with the General Federation of Women's Clubs • Distributed and provided gynecologic cancer materials and resources broadly across the U.S.

Public Service Announcements (PSAs)

The campaign tracks and monitors TV and radio PSAs. In 2013, *Inside Knowledge* TV PSAs consistently ranked in the top 6% of all TV PSAs tracked by Nielsen.

Paid Media Highlights and Results

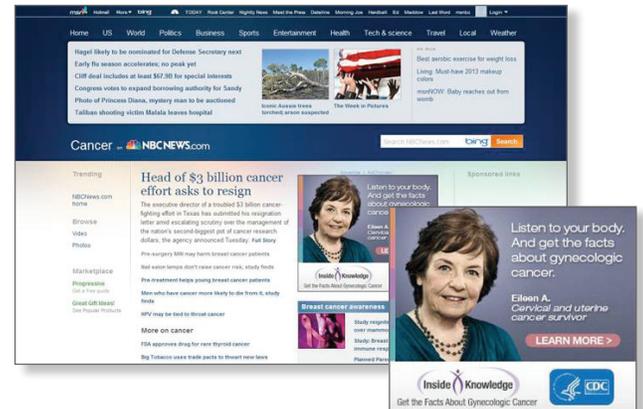
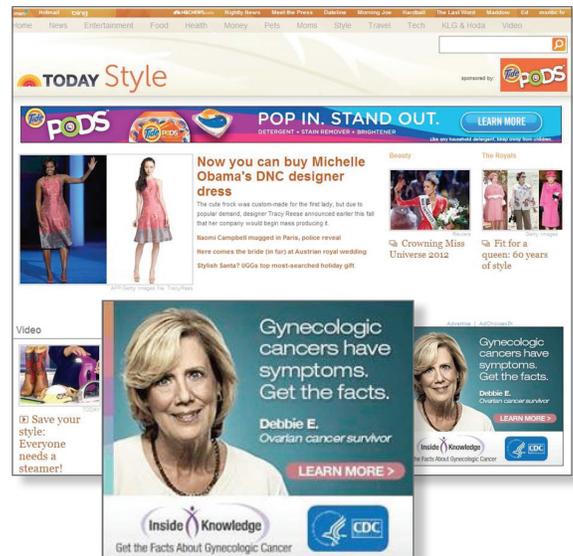
Based on a similar successful initiative in 2012, *Inside Knowledge* continued a multi-faceted paid media effort in 2013, to broaden its reach online and on TV. The 2013 plan included increased visibility through broadcast and digital display placements in January, May, and September, coupled with a sustained presence on Google, YouTube, and Facebook throughout the year.

Broadcast Media. In 2013, the campaign's paid advertising initiative on television included placements during *TODAY* on NBC and across popular programming on CNN and MSNBC. Ads ran throughout January, National Cervical Cancer Awareness Month; in May, to coincide with Mother's Day and National Women's Health Week; and in September, National Gynecologic Cancer Awareness Month. A total of 244 placements resulted in 204,382,000 impressions (the number of times the *Inside Knowledge* ads were seen or heard).

Search Engine Marketing (SEM). In 2013, SEM on Google.com delivered impressive results for the campaign, as evidenced by the heightened traffic to the *Inside Knowledge* Web pages and the large volume of 'clicks' generated by the ads. At year's end, the English SEM campaign had generated 41,136,000 impressions and 763,627 clicks to CDC's *Inside Knowledge* and related gynecologic cancer Web pages, at a \$0.69 cost-per-click. The Spanish SEM campaign generated 9,040,794 impressions and 222,494 clicks to CDC's *Inside Knowledge* and related gynecologic cancer Web pages, at a \$0.49 cost-per-click.

Digital Display Advertising. The campaign sponsored display advertisements on Internet sites popular with women aged 35 and older. The ads ran throughout 2013, but were more frequent in January, May, and September, when *Inside Knowledge* television ads also were airing.

The online ads appeared on sites such as NBCNews.com, CNN.com, YAHOO!, Huffington Post, and Terra. In addition, the *Inside Knowledge* campaign used other advertising networks to reach women across a diverse range of Web sites, including mobile outreach. In February 2013, the campaign began advertising on Facebook in both English and Spanish. *Inside Knowledge* also promoted its PSAs on YouTube, which generated over 700,000 views and nearly 40,000 clicks to the *Inside Knowledge* Web site.

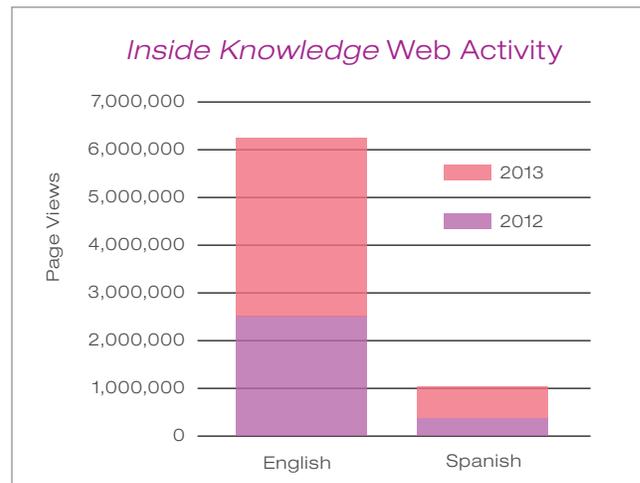


Web and Online Media

Inside Knowledge Campaign Web Activity. Each of the campaign's paid advertisements had a direct link to specific CDC gynecologic cancer or *Inside Knowledge* campaign pages, allowing CDC to track increased volume of visitors to the campaign Web sites.

In 2013, nearly 53 percent of visits to the CDC Cancer Web site were to *Inside Knowledge* and gynecologic cancer Web pages, totaling 3,676,048 visits to the English pages and 663,611 visits to the Spanish pages.

Compared to 2012, traffic to the *Inside Knowledge* and gynecologic cancer English-language pages increased by 51 percent, and traffic to the Spanish-language pages increased by 76 percent. Search engine marketing (SEM) and digital advertising directly influenced this high volume of traffic to the *Inside Knowledge* Web site in 2013.



Research

Formative Research and Creative Concept Testing. In 2013, the *Inside Knowledge* campaign conducted focus groups in four U.S. cities to update previous findings on women's knowledge, attitudes, behaviors, and beliefs related to gynecologic cancers, and assess new PSA approaches and creative concepts. The groups were conducted in New York City, Los Angeles, Atlanta, and Chicago. They were held in English and in Spanish and 210 women participated. Here are preliminary findings:

- There is little understanding among women about gynecologic cancers and warning signs and symptoms.
- There is confusion about the purpose of the Pap test. Many women mistakenly believe that the Pap test screens for several gynecologic cancers. (The only cancer the Pap test screens for is cervical cancer.)
- Creative approaches for PSAs should focus on gynecologic cancer survivor(s), include diverse women, and deliver information in a straightforward way. Conceptual or metaphorical approaches were least appealing to women, along with ads that used humor.

Next steps include producing at least one of the seven creative concepts tested, as well as analyzing data from the focus groups and writing the findings for publication in scientific and professional journals and presentation at relevant conferences.

Publications and Presentations. The *Inside Knowledge* research team is preparing several manuscripts for publication in the coming months. In 2013, campaign research generated these publications:

- Cooper CP, Gelb CA, Rodriguez J, Hawkins NA. [Promoting gynecologic cancer awareness at a critical juncture—where women and providers meet.](#) *Journal of Cancer Education* 2013.
- Cooper CP, Polonec L, Stewart SL, Gelb CA. [Gynaecologic cancer symptom awareness, concern and care seeking among U.S. women: a multi-site qualitative study.](#) *Family Practice* 2013;30(1):96–104.

Outreach

General Federation of Women’s Clubs (GFWC). *Inside Knowledge* continued its partnership with the GFWC in 2013. GFWC is comprised of more than 100,000 members and more than 400 clubs in all 50 states and a dozen countries. Throughout the year, the campaign assisted GFWC chapters by providing a variety of gynecologic cancer educational resources to help inform women in their own communities. With the campaign’s support, clubs held educational seminars for their members, distributed materials to local clinics and nursing schools, and recruited community-based partners to help them raise awareness about gynecologic cancer.

The campaign also did the following

- Provided *Inside Knowledge* materials to GFWC chapters across the country, including clubs in:
 - Morristown, AZ
 - Beverly Hills, FL
 - Armstrong, MO
 - Stanwood, MI
 - Pembroke, NH
 - Johnson City, TN
 - Chattanooga, TN
- Delivered presentations, led workshops, and hosted exhibits at several GFWC events, including its annual national convention.
- Provided Facebook and Twitter content for GFWC to use on its social media channels.
- Provided articles for *Clubwoman Magazine*, the organization’s quarterly publication.
 - “Prevent Cervical Cancer: Get Screened” in the January/February 2013 issue
 - “Know Your Body, For Yourself and Your Family” in the July/August 2013 issue
- Provided *Inside Knowledge* print ads for publication in *Clubwoman Magazine*.

Materials Dissemination. In 2013, *Inside Knowledge* provided English and Spanish patient education materials and other resources to the general public, partners, organizations, health departments, universities, hospitals, medical groups, and clinics, including the following:

- Ovarian Cancer Research Fund (NY)
- Comadre a Comadre (NM)
- St. Peters Hospital (NJ)
- Neon Health Services Inc. (OH)
- Woodlawn Health Center (IL)
- Women’s Health Connection (NV)
- Washington Adventist University (MD)
- Let Every Woman Know (AK)
- Chicot County Health Unit (AR)

